

# How To Craft A Riveting 30-Second Commercial A Free SCORE Workshop

Monday, January 9, 2023  
6:30–7:30 pm  
Memorial Room

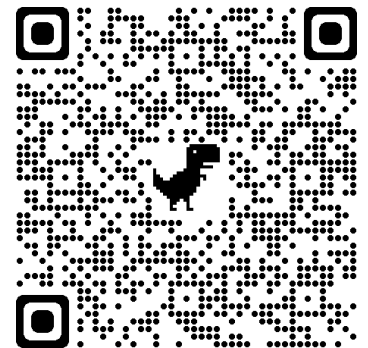
You typically have less than 30 seconds to get a person's attention and establish a reason to engage in conversation. The 30-Second Commercial quickly lets people know what you do and how your service may be relevant to their situation or to someone they may know. You may have heard this referred to as your "elevator pitch," but you'll find out that it's used far more frequently outside of an elevator.

What you'll learn:

- The importance of quickly establishing equal business stature
- Why people don't "buy" features and benefits
- The four critical buying emotions
- The importance of having an ideal client profile
- How to create your own personalized 30-Second Commercial!

#### Presenter:

Doug Rawady is a Business Development Director with Sandler Training. He helps company owners and entrepreneurs realize their full performance and income potential through the discovery and activation of underutilized resources and assets, and the application of proven sales, marketing, leadership and customer relationship strategies and best practices. Doug is able to quickly and objectively assess an organization's problems and deficiencies and, after doing so, typically come up with one or more turnkey solutions that meet them head-on.



Register here: <https://bit.ly/3WwqdXB> or here:



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